

# Summary

1. A logistic regression model has been employed for the lead scoring case study to align with the specified business requirements.
2. Enhancing customer engagement through email and calls, particularly with leads opening emails, significantly boosts the probability of conversion. A similar positive impact can be observed with the strategic use of SMS.
3. While there is a considerable influx of leads in the initial stage, the conversion rate into paying customers remains relatively low. Notably, the majority of leads are from India, with Mumbai having the highest concentration.
4. Leads join the course primarily for "Better Career Prospects," with a prevalent specialization in Finance Management. Leads specializing in HR, Finance, and Marketing Management exhibit a higher likelihood of conversion.
5. To ensure useful data, columns containing the level 'Select' (indicating a lack of selection) necessitate mandatory choices. This applies to variables like Customer Occupation, Specialization, etc.
6. A significant portion of leads currently identifies as unemployed, indicating a need for increased focus on engaging with this demographic.
7. Higher numbers of total visits and increased time spent on the platform correlate with elevated chances of lead conversion.